



January 25, 2021

To all UWR Funding Applicants:

Enclosed please find application materials for United Way of Rockbridge (UWR) funding for calendar year 2022. We will follow our usual allocations process with proposals due no later than 5 p.m. on Friday, February 26, 2021. Community reviewers will contact you in March **to make arrangements for your review in whatever manner you are mutually comfortable with COVID and social distancing mandates**. They will be submitting a written recommendation to be considered by the UWR Allocations Committee and Board in early April.

As you prepare your application, it is helpful to understand basic review criteria used by our community reviewers and the allocations team. To determine program allocations in light of relative community needs, the UWR community impact initiative (early childhood education and healthy families), and other essential service factors, consideration is given to the following eight elements during the review process. You may want to strengthen your application by addressing these areas. Qualitative and quantitative data to support these areas are important, as are how they relate to your short-term and long-term planning.

They are:

- Need for Program in Lexington, Buena Vista, and/or the greater Rockbridge County area
- Quality of the program/project
- Administrative and fiscal management
- Effectiveness of program/project
- Accessibility and availability of program/project
- Cooperation with other human services agencies and community organizations
- Volunteer involvement
- Relationship, if any, to supporting the UWR community impact initiative (early childhood education and healthy families.)

Please note that this year we are asking **for one signed original and an emailed copy** of your application by the February 26th deadline. Thank you for your interest in our community and I look forward to working with you. Please let me know if you have any questions.

Sincerely,

Patte Wood
Executive Director

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